

LinkUp NewsLink

Summer 2002

INFORMATION FOR BUSINESSES USING RECYCLED MATERIALS IN THEIR PRODUCTS

IN THE NEWS

What the media are saying about LinkUp partners

TriVetro Corporation, manufacturer of recycled glass products, was the subject of two profiles recently, while other LinkUp partners netted coverage in several association newsletters.

Glass notes

The May 17 edition of *Puget Sound Business Journal* carried an in-depth look at TriVetro and its founder, Don Freas. The article traced Freas' efforts to develop new commercial uses for recycled glass, including the company's line of tumbled glass, called VitroHue, used for mosaics and decorative flooring. TriVetro recycled glass can be seen in a large mosaic installed in the entry rotunda at Safeco Field.

A competitive edge

The spring issue of *The RePort*, a newsletter from the Washington State Recycling Association, took a closer look at LinkUp and program business partners American Plastic Manufacturing, Allied Floors and YK Products. The issue also included a profile on TriVetro.

Anniversary coverage

A story in the May newsletter of the Association of Oregon Recyclers marked LinkUp's two-year anniversary. The feature explored King County's hopes to expand the LinkUp program by partnering with other cities and government organizations in the Pacific Northwest.

Focus on concrete recycling

Renton Concrete Recyclers — LinkUp's newest program partner — was the cover story of April's *RPG Reporter*. This newsletter is a monthly supplement to the nationally distributed *Recycled Products Guide*.

Partnerships that work: Linking up area manufacturers

When Ken Payne, president, Allied Floors, envisioned a new environmentally friendly product that uses recycled glass pieces set in concrete to produce a terrazzo-like surface, it quickly became clear he needed a reliable supplier of recycled glass.

Knowing that King County's curbside programs collect recyclable glass, Payne called the county for the names of companies that processed and sold the material. His inquiry netted him not only a recycled glass supplier for his new "Spectacular" floor — TriVetro Corporation of Kent, Wash. — but also an introduction to the LinkUp program.

Linking manufacturers to markets or resources was the initial goal of LinkUp, but an unexpected benefit is emerging: connecting program partners with each other.

Teaming up for results

Several LinkUp businesses are purchasing recycled plastic from Recycled Plastics Marketing (RPM) Inc., another program partner. Plastic pellets are used by American Plastic Manufacturing Inc. to make the ReBag, a durable grocery and retail bag containing 30 percent post-consumer recycled plastic, and by MetaMorf Design, an eco-design company.

MetaMorf is using recycled plastic lumber from RPM to create a colorful, sturdy bench that will be installed in Bellingham in late July as part of a city-sponsored art project.

MetaMorf and Brandrud Furniture, another LinkUp participant, are collaborating on producing rotomolded, recycled plastic components for a new healthcare seating product to be introduced midsummer. The new product will be durable and visually attractive.

Connecting with customers

To expand markets for recycled products, the LinkUp team also connects program



Kim Zumwalt

Ken Payne, Allied Floors, teamed up with TriVetro Corporation to get recycled glass pieces for his new "Spectacular" floor product.

partners with potential customers. The county has hosted several events to acquaint contractors, project managers and government staff with "green building" products made by LinkUp partners.

In a recent co-sponsored event, LinkUp partnered with the King County Environmental Purchasing program to host a workshop on "Building Roads with Recycled Materials." More than 100 people attended, including managers from five counties and an array of cities, including Seattle, Tacoma, Bellevue and Kent. Following the workshop, some 25 attendees toured Renton Concrete Recyclers, the newest LinkUp partner.

Since the event, Renton Concrete Recyclers has attracted eight new customers, including two water and sewer districts. "The workshop exposure was great," says Ron Weller, sales representative, Renton Concrete Recyclers. "This was an event we would not have done on our own."

NewsLink is published quarterly by the King County Department of Natural Resources and Parks, Solid Waste Division, as part of the LinkUp program. For information about LinkUp, contact Erv Sandlin at (206) 296-0233 or erv.sandlin@metrokc.gov, or go to <http://dnr.metrokc.gov/linkup>.



King County

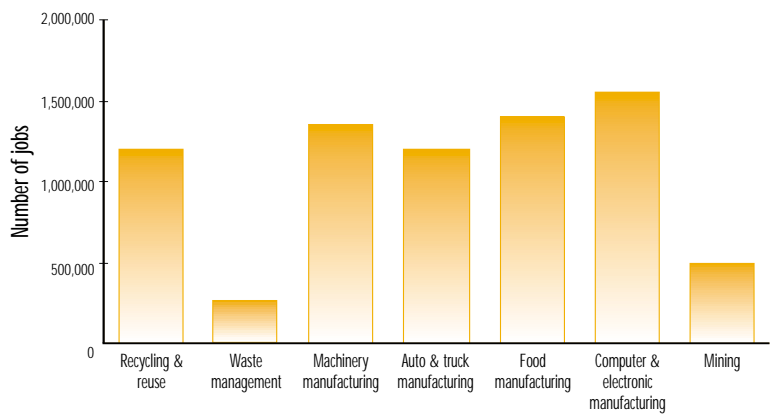
LinkUp seeks new partners for 2002

LinkUp provides eligible Puget Sound manufacturers with technical assistance and marketing support. To be considered for program participation in 2002, download an application form at <http://dnr.metrokc.gov/linkup> or call Erv Sandlin at (206) 296-0233.

FAST FACTS

Recycling benefits at an all-time high

Recycling adds value, provides jobs and spurs the economy. The recycling industry in the United States employs more than 1.1 million people — comparable to the auto industry — and grosses \$236 billion in annual sales.



Source: U.S. EPA and National Recycling Coalition

SPOTLIGHT ON KING COUNTY

RPM provides bins to county

For more than a decade, Recycled Plastics Marketing (RPM) Inc., Redmond, Wash., has been making garden and other outdoor products from recycled post-consumer plastic. This year, RPM, a LinkUp partner, is providing compost bins as part of the Great Backyard Compost Bin Sale, sponsored by King County, Seattle Public Utilities and area cities. The bin’s easily assembled circular design is made from 100 percent recycled post-consumer plastic, 50 percent of which is collected locally. The interchangeable top and bottom lids are made from recycled car battery-casing polypropylene; the exterior walls are made from recycled milk jugs.

The compost bins — available until the end of the year at a 60 percent savings to King County residents — can be purchased online at www.metrokc.gov/soils, or for more information, call (206) 296-4466.

New guide for builders

The *Contractors Guide*, a publication that provides scores of money-saving and resource-saving tips for builders large and small, has just been published. The 30-page guidebook, available free of charge, includes

tips for preventing waste on the job and setting up jobsite recycling programs.

The publication reinforces the county’s commitment to expanding the green building movement under way in the Puget Sound region. The guide was prepared jointly by the King County Solid Waste Division and the Business and Industry Resource Venture, a program of the Greater Seattle Chamber of Commerce with funding from Seattle Public Utilities. To request a copy, call Katie Spataro at (206) 263-6037 or go to www.metrokc.gov/greenworks and click on the *Contractors Guide* under the Construction Recycling and Green Building Program link.

DataLink tool is updated

DataLink, a customized database that outlines business assistance resources available from more than 100 local and national organizations and businesses, has recently been updated with new or expanded entries. The online tool allows users to quickly find solutions to specific business needs, from funding and tax incentives to job training and fast-track permitting. Go to the LinkUp website and select DataLink.

CHECK IT OUT!

WSRA HOT TOPICS

Did you know recycling one six-pack of cans saves enough energy to drive a car five miles and that recycling one glass bottle can light a 100-watt bulb for four hours? Developed by the Washington State Recycling Association, these facts and more can be seen at www.wsra.net/b4_hottopics.asp.

THE FUTURE OF RECYCLING

Leaders of the recycling industry will meet Sept. 8–11, 2002, at the National Recycling Coalition’s 21st annual congress in Austin, Texas. Using “Banding Together” as a theme, the event will feature workshops, tours and an exhibition hall. To register, visit www.nrc-recycle.org.

GREEN CLIPS

Green Clips is an online news summary focusing on sustainable building design and related government and business issues. Issued biweekly, the news summary is aimed at planners, developers, designers, builders and facility managers. To subscribe, send a blank e-mail to: subscribe-greenclips@listserv.energy.wsu.edu.

This newsletter is printed with nonpetroleum-based inks on a 50 percent recycled paper using 30 percent post-consumer waste.

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